WE'RE TALKING

WILD ISLE

... a tropical paradise packed with everything you'll need for one wild week. Food, fun, sand and sun, plus waterskis, sailboats, sailboards, snorkel gear, the whole shebang.

We've got it all mapped out for you. All you have to do is make your way through the following survey, and drop it in the mail. Then start packing.

The Grand Prize

It just doesn't get any better than this ... a week-long WILD ISLE vacation for you and nine friends.

5 First Prizes

Life's a breeze ... when you're cruising on a brand new sailboat.

100 Second Prizes

Wrap up a day at the beach with your bold, new WILD ISLE beach towel.

THE QUICKEST WAY TO WILD ISLE

Fill out this survey, complete with your signature and birth date, and send it back to us. Then wait to see how far it gets you.

☐ Ms.
☐ Mrs.
☐ Mr.

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone Number ( ) _____

No purchase necessary. Limited to smokers 21 years of age or older. All entries must be received by 2/15/95.

By responding to this survey and signing below, I certify that I am a smoker 21 years of age or older and I have read and understand the official rules. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

_____ _____
Signature (required) Birth Date (required)

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____
(Brand)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest/Low Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

8. What, if any, was your previous brand?

_____
(Brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Bronson & Hedges	☐ Kool	☐ Salem
☐ Best Buy	☐ Magna	☐ Sterling
☐ Best Value	☐ Marlboro	☐ Store Brand#
☐ Bristol	☐ Merit	☐ Generic
☐ Bucks	☐ Misty	☐ Supervalues
☐ Cambridge	☐ Monarch	☐ True
☐ Camel	☐ Montclair	☐ Vantage
☐ Capri	☐ More	☐ Viceroy
☐ Carlton	☐ Newport	☐ Virginia Slims
☐ Doral	☐ Now	☐ Winston
☐ Enjoy	☐ Parliament	☐ Other (list below)

_____
(Brand)

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name	# of Packs

13. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience/Gas Station
☐ Drug Store/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Sometimes	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	M.I.	Last Name
Birth Date	Regular Brand	
First Name	M.I.	Last Name
Birth Date	Regular Brand	

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

Name _____
( ) _____
Area Code Phone Number

17. Would you be interested in joining a smokers' group to help protect your right to smoke?
☐ Yes ☐ No

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